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**WORKMAN NYDEGGER**  
A PROFESSIONAL CORPORATION  
ATTORNEYS AT LAW  
1000 EAGLE GATE TOWER  
60 EAST SOUTH TEMPLE  
SALT LAKE CITY, UTAH 84111  
TELEPHONE (801) 533-9800  
FAX (801) 328-1707

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From: JENS C. JENKINS

Comments: Please see attached.

Docket No.: 14531.46

Serial No.: 09/264,432

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 L. DAVID GRIFFIN  
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 CARL T. REED

# WORKMAN | NYDEGGER

INTELLECTUAL PROPERTY ATTORNEYS.

1000 EAGLE GATE TOWER  
 60 EAST SOUTH TEMPLE  
 SALT LAKE CITY, UTAH 84111  
 TELEPHONE: (801) 533-9800  
 FAX: (801) 328-1707  
 WEBSITE: [HTTP://WWW.WNLAW.COM](http://www.wnlaw.com)

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PATENT APPLICATION  
 Docket No. 14531.46

OFFICIAL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Philip Y. Goldman et al.

Serial No.

09/264,432

Filed:

March 8, 1999

Confirmation No.

3073

For:

SYSTEM AND METHOD OF INSERTING  
 ADVERTISEMENTS INTO AN  
 INFORMATION RETRIEVAL SYSTEM  
 DISPLAY

Examiner:

Scott E. Bcliveau

Mail Stop AMENDMENT  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment for entry in the above-identified  
 application.

X No additional fee is required.

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Art Unit 2614 JUN 01 2004



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The fee has been calculated as follows.

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CLAIMS REMAINING AFTER	HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADD'T'L FEE	RATE	ADD'T'L FEE
Total = 24	32	= 0	X		X 18	0
Independent = 4	5	= 0	x		X 86	0
PRESENTATION OF MULTIPLE DEPENDENT CLAIM			+=		+=	0
			TOTAL		TOTAL	0

X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

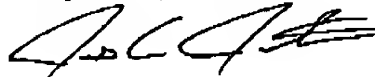
X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.

X Any patent application processing fees under 37 CFR 1.17.

X Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 1 day of June 2004.

Respectfully submitted,



RICK D. NYDEGGER  
Registration No. 28,651  
JENS C. JENKINS  
Registration No. 44,803  
Attorneys for Applicant

Customer No. 022913

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PATENT APPLICATION  
Docket No. 14531.46

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

OFFICIAL

In re application of

Philip Y. Goldman et al.

Serial No. 09/264,432

Filed: March 8, 1999

Conf. No. 3073

For: SYSTEM AND METHOD OF INSERTING  
ADVERTISEMENTS INTO AN INFORMATION  
RETRIEVAL SYSTEM DISPLAY

Examiner: Scott E. Beliveau

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AMENDMENT "F"Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of March 1, 2004 (paper no. 25), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.